



CANDIDATE PACK FOR DIRECTOR OF SERVICE DEVELOPMENT



WELCOME

Dear Candidate

Thank you for your interest in becoming our new Director of Service Development.

Just over 50 years ago, a group of inspiring people were caring for a loved one living with schizophrenia and came together to help found the organisation that is now Rethink Mental illness. Since then, the experiences and knowledge of carers and people living with mental illness have been vital in helping our organisation improve the lives of thousands of people every year. Together, we've done this by developing and establishing expert information and advice, services and support groups for people severely affected by mental illness. We've also provided training and launched local and national campaigns that have changed, and continue to change, how people and society as a whole view and behave towards people living with mental illness.

We are at an incredibly important moment in the charity's journey. We have launched an ambitious five-year strategy which looks to build on the great work we do. Our strategy – working together to build communities that care – commits us to growing our services, programmes, and partnerships so that everyone severely affected by mental illness has a good quality of life and feels part of a community that cares.

As Director of Service Development, you will have a central role in driving this growth as a member of our newly created Directors Group. Responsible for leading new business ventures, with a particular focus on developing new housing services, you will ensure that we continue to transform care and support services and grow our activity, meeting the needs of more people living with mental illness.

We are seeking a dynamic and strategic leader with a successful track record in developing services which create great outcomes for people. You will develop and hold outstanding relationships with a range of partners including health and social care commissioners, funders, and investors. You will have a clear understanding of how to shape, develop and secure funding for new care and support services, partnerships and programmes working closely with people who use services and Rethink colleagues. You will be confident in understanding complex data and financial models. You will also ensure that we retain our existing services, partnerships and programmes through procurement activity led by our business development team.

Alongside this, in your role as Director you will work as part of a high-performing Directors Group who will lead the work of the organisation and ensure the delivery of our strategic plans.

At Rethink Mental Illness we are committed to building a diverse workforce and leadership group and are taking positive action to increase diversity throughout our charity, at all levels, and to nurture a culture of inclusion for all our people and those that we support. We welcome applications from a range of backgrounds and experiences.

This is a key role at a time and of change and opportunity for Rethink Mental Illness that calls for a distinct blend of strong people, technical and commercial leadership skills. I hope you'll be inspired by our journey so far and excited by the prospect of contributing to the growth of our incredibly important work.

Mark Yates
Executive Director of Operations

ABOUT US

We improve the lives of people severely affected by mental illness through our network of local groups and services, expert information, and successful campaigning. Our goal is to make sure everyone affected by severe mental illness has a good quality of life.

We work tirelessly to transform the lives of everyone severely affected by mental illness, and how our nation approaches mental illness.

People with experience of mental illness, and those who care for them, are at the heart of everything we do. They shape our expert advice, information and training, and over 90 services. They also drive our policy development and campaigning and help to run over 140 local support groups. Supporting all this life-changing work are our incredible supporters, volunteers, and staff members.

OUR VISION AND IMPACT

Our vision is for equality, rights, fair treatment and maximum quality of life for all those affected by mental illness, their carers, family and friends. As one of the largest charitable providers of services for people living with mental illness, we are well placed to make a direct impact on the care people receive.

But we have a much larger vision too – to transform at every level the way our nation approaches mental illness. Every year, our diverse range of information and support helps tens of thousands of people get through crises, live independently, and feel that they do not have to face mental illness alone.

HOW WE ARE MAKING A DIFFERENCE

We campaign and influence - Driven by people with personal experience of mental illness, we campaign nationally and locally to push mental health up the public agenda and change government policy for the better. Join our movement of passionate campaigners and help us make sure that everyone has access to high quality health care, no matter where they live or what their personal circumstances are.

We listen and advise - Our website provides advice to millions of people through over 200 award-winning factsheets. Our trusted advisors are also on hand to provide advice on the phone on living with mental illness, medication, care, and treatment. They can be called as often as needed and will take time to explain and set out options about what to do next. If you are looking for support, you can trust us to get it right.

We care and support - For over 50 years, we have supported thousands of people every year to get through crises, live independently and ensure they don't face mental illness alone. Our network of 140 peer support groups offers a listening ear, practical help, and social support. Our 90 plus services include everything from crisis houses to supported housing, one-to-one help for carers, and group activities for people leaving hospital.



JOB DESCRIPTION

Job title: Director of Service Development

Reports to: Executive Director of Operations

Direct reports: Head of Business Development

ROLE DESCRIPTION

Reporting to the Executive Director of Operations, the Director of Service Development will lead the growth of our services, programmes and partnerships aligned with our corporate strategy '[Working together to build Communities that Care](#)'.

Our corporate strategy sets out our ambitions to ensure that people living with mental illness have access to high quality care and support that is delivered in a joined-up way in their local communities.

You will work directly with the following people and teams:

- Associate Directors and Managers leading our operational delivery and national programmes teams.
- Corporate Resources colleagues who support the delivery of operations.
- An Executive Leadership team of 4.
- Fundraising and other colleagues involved in income generation, including our sister charity.
- Colleagues leading our policy, campaigns, and coproduction functions.
- A Director group of circa 12 colleagues.

Our new service development division will be responsible for leading the sustainability and growth of income through our services, national programmes, and partnerships. Your work will seek alignment with our strategy so that we meet the needs of more people severely affected by mental illness in places we operate currently, and beyond. You will be responsible for:

- Using evidence of need and gaps in service provision to design services, support innovation and lead new business ventures which creates growth across the work of the charity.
- Working with the Director of Accommodation to develop new housing services.
- Accessing new sources of funding/capital to support our ambitions.
- Retaining existing and winning new services through contract tendering.

You will ensure that we make optimal use of our excellent understanding of national and local mental health and social care priorities and funding opportunities to support our teams in developing and growing the charity's activity. This will include exploring opportunities for innovation across our work and creating new ventures to help meet the needs of people severely affected by mental illness. You will work quickly and creatively to respond to changes or opportunities in the external environment.

Housing could be considered foundation stone of communities that care. A safe place to call home is essential for people to have a good quality of life; people living with mental illness often do not have a safe place to call home. You will work closely with the Director of Accommodation to help create and deliver plans for new services so more people living with mental illness have a place to call home.

As Director, you will explore opportunities to access new sources of funding or capital to support these ambitions – for example social investment, commercial and blended finance models. You will lead discussions with potential partners and funders, help build the organisations understanding of different funding models and lead programmes of work to bring new income streams into the organisation.

You will create strong, effective cross-directorate ties with our fundraising team as we look to grow and diversify the charities income streams and create new relationships, ensuring that our strategic aims are shared. This will help ensure that the charity is considering a range of funding options for projects, our strategic funding priorities, and opportunities to launch Capital Appeals.

You will work with our Director of Policy and Practice and Director of Campaigns and Communications to ensure the work of Rethink Mental Illness is recognised, we are acknowledged as a thought leader in developing new service provision and have a strong brand among commissioners and other partners which enables us to capitalise on our profile and relationships.

Your team will include our high-performing business development team which consists of a Head of Business Development and four Business Development Managers. The Business Development team currently lead the development and submission of high-quality tenders for new and existing services and activities which the charity delivers. This team supports colleagues to help shape services ahead of retenders and oversees a pipeline to ensure that we are sighted on and planning for new contract opportunities.

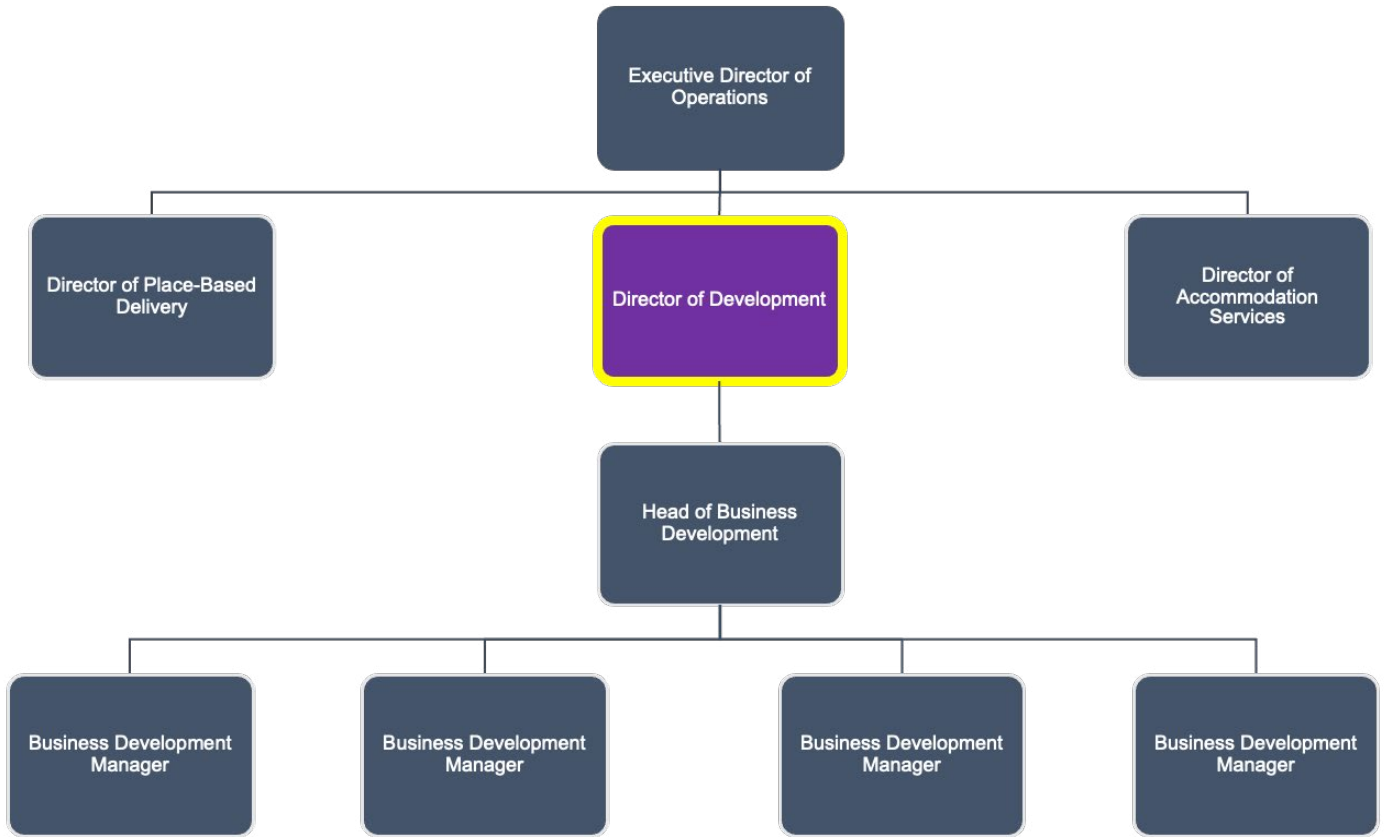
You will support creation of development plans across key areas of work to help us map and clearly target our growth plans. The Director will support the Executive Director with regular reporting on performance and delivery of targets to Senior Managers, Trustees and other stakeholders.

You will work with the Directors Group and Executive Team to ensure that the division is resourced effectively to support the delivery of these objectives.

WHAT I DO AND ACHIEVE:

- Work as part of Rethink Mental Illness Directors Group to lead delivery of our corporate strategy, ensuring that our strategic objectives are met, and our principles are embedded across our work.
- Responsible for the creation and delivery of development plans which reflects our strategic priorities and delivers long-term sustainable growth in revenue across our services, partnerships and programmes with ambitious targets and appropriate monitoring in place.
- Build relationships and lead discussions and negotiations with senior stakeholders including funders, commissioners, and other partners to ensure delivery of agreed targets in relation to growth of services, partnerships, and programmes.
- Use the significant insight and expertise of the organisation to work across services, partnerships, and programmes to drive innovation, test new models, create new ventures and bring new products to market which leads to growth in the activity of the charity.
- Work with a range of partners including local commissioners, developers, housing associations, regulatory bodies and other organisations to increase the quality and number of accommodation services we provide for people living with mental illness.
- Explore new funding options which diversifies income streams across our services, partnerships and programmes and support the development of capacity and infrastructure to bring these online.
- Oversee and continue to improve our process for winning and retaining new services and retenders through contract tendering.
- Work in close partnership with the Director of Fundraising and Fundraising Team to identify opportunities to expand our service offer and grow our income streams.
- Ensure that our development activity fully embeds the principles of our corporate strategy: coproduction and involvement, equity and inclusion, collaboration and partnership, generous leadership, and impact.
- Provide data, information and reporting to Executive Team, Directors Group and Governance committees to provide assurance, oversight and inform decision making as required.
- As part of the Directors Group, adopt a continuous improvement approach to the charity's activities, identifying and supporting plans to improve/transform all elements of our work.
- Be a visible presence across the division, displaying positive leadership behaviours and promoting a positive culture which engages our workforce.

TEAM STRUCTURE



PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- An excellent, demonstrable track record in service development and in leading teams to deliver new ventures which secure income and grow an organisation aligned with their strategic aims.
- Experience of working within the social housing sector and/or housing service development, which leads to the development and delivery of new accommodation services for vulnerable groups.
- Demonstrable track record of building and sustaining commercial relationships and partnerships.
- A commitment to building partnerships with organisations based in underserved communities to better understand and develop services which increase reach.
- Experience of developing high quality pricing strategies and budgets for new programmes of work, including a clear approach to risk management where new models or income streams are proposed.
- An understanding of and experience in accessing different finance options, such as social investment and blended finance models, which support delivery of strategic aims.
- An excellent understanding of public sector procurement.

DESIRABLE

- A qualification in project management.
- Evidence of management development in the form of a recognised housing / development qualification (professional diploma, post graduate study etc.)
- Experience as a Senior Manager delivering and leading complex social care/NHS service contracts.
- Experience working in public sector procurement.

SKILLS AND ABILITIES

- Highly analytical, numerical, and financially astute, able to lead commercial discussions, tender processes, and other negotiations.
- The ability to horizon scan, understand the external environment and use evidence of need or gaps in service provision to respond quickly and creatively in developing new service models.
- Data and insight driven, as well as the ability to analyse, interpret, and present this, including any recommendations, to senior leaders and Trustees.

STYLES AND BEHAVIOURS

- A collaborative, engaging leader who will lead by example in creating and embedding a culture across the charity that demonstrates and reflects Rethink Mental Illness' values.
- Outstanding at building relationships, including with people with lived experience and external stakeholders including commissioners, health and social care organisations, and other partners to develop business plans/service models which supports growth and development of an organisation's activity and creates positive outcomes for people who use services.
- The credibility to confidently represent the Charity to government, commissioners, and other funders, investors, third sector & private sector partners and the media.
- Approachable, empathetic and pragmatic, able to forge positive relationships with colleagues and stakeholders at all levels by offering practical support and advice and challenging in a constructive way when necessary.

VALUES

I can demonstrate and apply Rethink Mental Illness values of:

- Passion - We are passionate about leading the way to a better quality of life for everyone severely affected by mental illness.
- Commitment - We work tirelessly to provide support for everyone severely affected by mental illness.
- Openness - We are open and transparent in all our work with beneficiaries, supporters, partners and the public to achieve change for people severely affected by mental illness.
- Hope - We offer hope of a better quality of life for all those severely affected by mental illness.
- Expertise - We constantly use our expertise to provide practical and personal support for people who are severely affected by mental illness.
- Understanding - People who are severely affected by mental illness are at the heart of everything we do in our organisation – our membership, our governance and our workforce.
- Equity - We believe that in a world where discrimination and disadvantage exist treating people with equity is critical to ensure justice and fairness for all.

I can apply and demonstrate RethinkCARES behaviours of:

- Connect – We work together, we celebrate together.
- Accountable – We do what we say we will do.
- Respect – We believe everyone counts.
- Evolve – We challenge, we listen, we change.
- Success – We deliver results.



TERMS OF APPOINTMENT

SALARY

The salary for this role is c.£70,000 per annum on a full-time permanent basis.

LOCATION

Flexible. Can work remotely or from office in London or Birmingham. Must be able to travel regularly to locations across England.

WORKING HOURS

We offer flexible working for employees at Rethink Mental Illness. Standard working hours are 35 hours per week.

PENSION

Rethink Mental Illness contributes 4% of contractual salary (The Peoples Pension), with a 1 x annual salary death in service.

ANNUAL LEAVE

25 days (calculated pro rata for part time employees). An additional days' leave will be awarded on 1st April following the second, third and fourth anniversary of the commencement of your employment, and an additional two days are awarded on 1st April following the fifth anniversary of the commencement of your employment, up to a maximum of 30 days.

ADDITIONAL BENEFITS

£3,000 London Allowance if work, or live, in London.

DISCLOSURE & BARRING CHECK

This post will be subject to a DBS basic check. This post will be subject to a DBS basic check.

HOW TO APPLY

We hope you will consider making an application. If after having read through these materials you have further queries, please email Szymon Podgorski at szymon.podgorski@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/rethink-dir-ser-dev/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application

Closing date:	Friday 6th October 2023
Preliminary interviews:	w/c 23rd & 30th October 2023
Final Panel interviews:	w/c 20th November 2023